

NATIONAL CYBER SECURITY AWARENESS MONTH COMES TO SEATTLE

According to a National Cyber Security Awareness Month Study more Seattle residents are concerned about becoming a victim of Internet Crime over Physical Crime

SEATTLE, Wash. – Oct. 16, 2007 – The National Cyber Security Alliance (NCSA) joins Attorney General Rob McKenna in announcing that they will host today an education day on Internet safety and security. The day's events, to be held at the Seattle Public Library (1000 Fourth Avenue) starting at 10 a.m. PT, are part of a multi-city, localized effort to promote October as National Cyber Security Awareness Month (NCSAM). The event is sponsored by Microsoft Corp., in partnership with Seattle's local government, the Federal Trade Commission, One Economy Corporation, and the NCSA.

According to an NCSA study of Seattle residents, 22 percent, compared to the national average of 17 percent, know of a person who has been a victim of identity theft. Today's event will provide Internet users with educational presentations that feature cyber safety tips and recommended security steps that they can follow to help them secure their PCs and information from online identity thieves.

"We chose Seattle as a stop on our NCSAM tour because it is a young city with a high population of citizens ranging from 18 to 39 – the age group most commonly falling victim to identity theft as reported by the Federal Trade Commission," said Ron Teixeira, executive director, NCSA. "It's imperative that we localize the important messages of our national campaign to empower individuals, increase awareness about online safety and security risks at the micro level and affect grassroots change that we hope will lead to a much larger shift in thinking."

A national campaign, National Cyber Security Awareness Month is focused on educating the American public, businesses, schools and government agencies on ways to ensure a safer online experience, thus contributing to a safer Internet ecosystem overall.

"I challenge everyone in Washington to observe National Cyber Security Awareness Month this October, by following the proper steps to stay safe online -- for their own protection and for the protection of our nation's critical infrastructure," said McKenna, who discusses cyber security with businesses and individuals as part of his 14-city Guard it! Washington identity theft prevention tour. "I make sure to keep my anti-virus, anti-spyware and firewall software updated on a regular basis to help protect my online identity and to make sure hackers aren't using my computer to attack others. I commend the National Cyber Security Alliance, Microsoft and the One Economy Corporation for their work to educate people about this important national safety issue."

In addition to technology demonstrations from Microsoft, NCSA and One Economy through its Digital Connectors program, event speakers will also provide tips for general Internet users about recommended online precautions. One Economy's Digital Connectors are young people who live in disadvantaged neighborhoods and are given the opportunity to receive technology training, including the Internet Safety strategies outlined on One Economy's self-help Web portal, the Beehive (www.thebeehive.org/safety). At the education day event, Digital Connectors will demonstrate tips for staying safer online and attendees will receive free subscriptions of Windows Live One Care an all-in-one security and performance software donated by Microsoft.

“Protecting consumers online is of paramount importance to Microsoft,” said Jacqueline Beauchere, Director, Trustworthy Computing, Microsoft. “We understand that while the Internet offers a clear benefit and relevance in our lives, it has become a hub for online criminals, as well. This, in turn, speaks to the importance of sharing guidance as to how consumers can help protect themselves online. We take a holistic approach to protecting consumers – one that involves the development of the most secure technology solutions, industry-leading guidance, and ongoing work with law enforcement, government and industry partners.”

For more information on Internet safety, security tips, research or organizational resources, please visit the NSCA Web site (www.staysafeonline.org).

About The National Cyber Security Alliance

The National Cyber Security Alliance (NCSA) is a collaborative effort among experts in the security, non-profit, academic and government fields to teach consumers, small businesses and members of the education community about Internet security. The NCSA aims to increase awareness about the risks associated with using Internet technologies and how to help protect against them, while also providing free tips, checklists and best practices for remaining safe while online. For more information, visit www.staysafeonline.org.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About One Economy

One Economy Corporation is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, giving them valuable tools for building better lives and entering the economic mainstream. We help bring [broadband into the homes](#) of low-income people, [employ youth](#) to train their community members to use technology effectively, and provide [socially responsible media properties](#) that offer a wealth of information on education, jobs, health care and other vital issues. Visit www.one-economy.com for more information.

About Attorney General McKenna

Attorney General Rob McKenna is Washington’s 17th Attorney General. Since taking office in 2005, he has made identity theft prevention and fighting high-tech crime a top priority, conducting the 14-city Guard it! Washington ID theft tour, supporting legislation to strengthen the state’s spyware laws and bringing several anti-spam and spyware suits to justice.

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* Free Windows Live OneCare giveaways limited to first 50 people.